

NEW HAMPSHIRE STATE LIQUOR COMMISSION
SEPTEMBER 29, 2004, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Labor Day Sale, Aug. 26-Sept. 6, 2004
 - 2) Thanksgiving Day Sale
 - 3) November/December 04 Promotions
 - 4) Test Market Products:
 - a. Test Market Request (Koenig Grappa, Raspberry Brandy and Plum Brandy)
 - b. Test Market Results (Code #3908)
 - 5) Special Offers for November 2004 (2 additional items – United Bevs.)
 - 6) One Time Purchase Request (Three Olives)
- B. WINES:
 - 1) Special Offers for November 2004:
 - a. 5 items – Executive Wine & Spirits/Martignetti Co. of N.H.
 - b. 1 item – Martignetti Companies of N.H.
 - c. 7 items – Horizon Beverage Company
 - d. 8 items – Horizon Beverage Company
 - e. 199 items – United Beverages, Inc.
 - 2) Special Offers for November & December 2004:
 - a. 4 items – Perfecta Wine Company
 - b. 12 items – Pine State Trading Co./E&J Gallo Winery
 - 3) Allied Domecq Passport to Savings Sweepstakes
 - 4) Buy One Get One Half Off – November & December 2004
 - 5) Martignetti Buy One Get One Half Off – Nov. & Dec. 2004
 - 6) Franciscan NHSLC Gift Card Giveaway
 - 7) Robert Mondavi Holiday “The Right Pour at the Right Price”

NEW HAMPSHIRE STATE LIQUOR COMMISSION
SEPTEMBER 29, 2004, 9:00 A.M.
AGENDA

Page 2

- 8) Stimson Lane Holiday Give Away
- 9) Winter Wine Spectacular Consumer Sweepstakes
- 10) Recommended Allocated Wines for Distribution to Selected Stores
(5 items)
- 11) Primary Source Submissions (3 items – primary source; 11 items –
exclusive agent; 24 items – imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford